

# What information is required on a label?

The basic information you should find on most labels will include the product name, the product purpose statement, a guaranteed analysis, the ingredient statement, the manufacturer name and address, a net weight statement, and sometimes the feeding directions.

Your label will likely resemble the one to the right. (Remember, some labels contain only basic information, while others are more in-depth.)

Here is what each section of this label tells you...

## Product Name

The name of the product should describe the product being purchased, in the label shown, that product is "Amanda's Dog Treats."

## Purpose Statement

A statement that specifies the name of the pet or specialty pet for which the food is intended. In this case, a dog.

## Manufacturer Information

The company or person taking responsibility for the product must be listed on the label with their name and address. These individuals must be registered in the state and are the responsible party.

# What does the label on your pet food product tell you?

On the packaging of your pet food or specialty pet food you will find a label. It may look similar to this one:



## Guaranteed Analysis

Guarantees are required for all feed products. At a minimum, treats should guarantee these four nutrients. Guarantees on treats provide the purchaser with information regarding levels of basic nutrients that are being replaced or added to your pet's normal daily diet. Most treats add limited supplemental nutrients and are not complete and balanced.

## Ingredient Statement

Every pet food treat label must have a section which lists the name of each ingredient, in order of predominance by weight, used in the manufacture of the product.

## Feeding Directions

Directions for use should provide basic information on how to feed the product safely. Feeding directions are not required if the principle display panel (front of the label) states "snack", "treat", or "supplement". If not one of the above is listed the label must state "This product is intended for intermittent or supplemental feeding only."

## Quantity Statement

Each package, container, or bulk lot must contain an accurate statement of net quantity. The statement's terms of weight or measurement must be expressed in ounce – pound units and must include the appropriate metric unit such as 1 lb. (0.45 kg) or 1 gallon (3.78 L) or be listed as a count, such as "contains 3 treats".